

**82nd
ANNUAL
REPORT**

SEPTEMBER 30, 1967



**CALGARY
EXHIBITION & STAMPEDE
LIMITED**

The Calgary Exhibition and Stampede Limited was created by the City of Calgary and is a non-profit Corporation which leases the Exhibition Grounds and plant from the City of Calgary for \$1.00 per year for the purpose of conducting the annual Calgary Exhibition and Stampede and its related operations, particularly stressing sports and agricultural activities.

The Directors of the Company are not and cannot under the By-Laws of the Company be paid in any form for their services. Dividends cannot be paid to shareholders and the shares cannot appreciate in value. Shares cannot be held by persons no longer residing in the Province of Alberta or in the Estates of deceased shareholders.

The revenue earned by the Company on its operations can be spent only on improvements and additions to the grounds and plant, all of which would revert to the City of Calgary upon the expiry of the lease.

Calgary Exhibition and Stampede Limited

82nd Annual Report

1967

Patrons :

His Excellency, the Right Honourable Roland Michener, C.C.,
Governor General of Canada

The Honourable J. W. Grant MacEwan, Lieut.-Governor of Alberta

The Honourable E. C. Manning, Premier of Alberta

Ray H. Ballard, M.P.

Senator Donald Cameron

Hon. Fred C. Colborne, M.L.A.

Wm. D. Dickie, M.L.A.

Hon. A. J. Dixon, M.L.A.

Senator James Gladstone

Col. D. S. Harkness, G.M. (M.P.)

Senator Earl Hastings

Senator Harry Hays

L. Lee Leavitt, M.L.A.

E. Peter Lougheed, M.L.A.

Albert Ludwig, M.L.A.

David J. Russell, M.L.A.

Rev. Bob Simpson, M.L.A.

Len F. Werry, M.L.A.

Eldon Woolliams, M.P.

Honorary Presidents :

The Honourable J. J. Greene, Minister of Agriculture, Ottawa

The Honourable Harry E. Strom, Minister of Agriculture, Edmonton

His Worship Mayor J. C. Leslie, Mayor of Calgary

Life Directors :

C. M. Baker, J. B. Cross, M. A. Dutton, George Edworthy, H. G. Love,

F. C. Manning, D. C. Matthews

Honorary Life Directors :

D. E. Black, M. L. Brown, R. J. Dinning, M. E. Hartnett, J. Angus McKinnon,

J. W. Moyer, I. V. Parslow, Dr. H. P. Wright

Directors :

A. T. Baker

G. Max Bell

Ian S. Brown

Geo. L. Crawford, Q.C.

Donald Cross

J. A. Grogan

Neil S. Harvie

Senator Harry Hays

George Hill

Charles Kennedy

E. Peter Lougheed

Ed. O'Connor

The Hon. Mr. Justice M. M. Porter

P. N. Smith

John Wilson, Jr.

Directors Representing the City of Calgary :

Ald. J. Davis

Ald. R. Farran

Ald. A. R. Smith

Ald. M. Tennant

Officers :

President, A. T. Baker

Vice-President, Charles Kennedy

Vice-President, Ed. O'Connor

General Manager, I. W. Parsons

Assistant General Manager, T. B. Hall

Secretary, T. R. Eggertson

Treasurer, W. D. Tidball, C.A.

Life Associate Directors :

Gordon McGachie
Dudley Batchelor

Associate Directors :

V. W. Abercrombie
Stewart Adams
R. T. Alderman
T. F. Allison
Kenny Anthor
A. W. Anderson
Dr. J. G. Anderson
Dr. H. S. Armstrong
Ald. John Ayer
A. G. Bailey
Al Beattie
R. H. Beavers
Charles Beil
N. F. Bell
W. S. Benson
M. R. Boake
A. P. (Pat) Bowsher
Archie Boyce
Roland Bradley
Dave Bradshaw
Eben Bremner
Thos. L. Brook
E. J. Brookes
A. M. (Paddy) Brown
T. P. Brown
Geo. W. Bull
Holland Cameron
E. J. Cammaert
John Campbell
S. Boothe Card
Larry Carey
Gordon Carter
E. J. Chambers QC
E. A. Chiswell
R. G. Christie
Curtis Clark
Fred Clarke
Clarence Copithorne
Peter Cormack
M. A. Courtright
Merv. Cozart
John Cross
Tom Dawson
Basil Dean
Hugh Dempsey
W. S. Denoon
R. M. Deyell

J. M. Dillon
J. B. Dinning
C. W. Douglas
Norman W. Douglas
W. B. Drever
Norm Dutton
D. K. Eastcott
Dr. George Edworthy
Wm. G. N. Egbert
W. H. H. Elliott
Dwight Ellis
E. K. Elton
Frank Finn
W. P. Fleming
Ian S. Forbes
K. S. Ford
C. W. Fowler
Gordon Fox
Owen Funnell
R. D. Freeze
Gid Garstad
F. A. Gattety
Ald. Jim Gilkes
Wm. Gillott
Dr. I. Gogan
G. H. Gooderham
Ald. Lou Goodwin
Lord Roderic Gordon M.B.E.
Mrs. Ralph Graham
M. G. Graves
Roy Graves
H. T. R. Gregg
E. F. Halford
M. L. (Fritz) Hanson
Bert Hargrave
C. A. Harrison
R. H. C. Harrison QC
Orrin Hart
Brig. F. M. W. Harvey VC
Frank Heagle
Phil Heather
Bob Hebenton
Tom Hebson
R. J. Hegan
Harold Henker
W. S. Herron
R. E. Hingston
George Ho Lem

E. A. Hookway
Nelson Hoy
Wm. Hudson
R. Hutton
H. G. Hymas
R. H. Jenkins
Doug. Johnson
James Johnson
Valdemar H. Johnson
J. B. Jones
Wilson Keith
J. Howard Kelly QC
Fred Kennedy
James Kerr
W. F. Knode
Ald. John Kushner
N. G. Lacey
Bob Lamb
George Lancaster
Ald. Bruce Langridge
Ald. Marion A. Law
K. M. Leach
John Leask
Herman Linder
Eric Longeway
George Longeway
Jas. A. Love
Benton Mackid
T. Macmillan
Ed. Madill
Dale Main
K. M. Manning
E. S. Marshall
Fred Maxie
J. C. Mayne
J. H. Mooney
Ken Moore
Norman Moore
Tom Moore
W. C. Morley
K. J. Morrison
H. M. MacDougall
W. C. McCallum
Frank McCool
D. F. McIntosh
K. McIver
Chas H. McKinnon
Fred A. McKinnon

J. Angus McLennan
George L. McMahon
Stuart McRae
George McVety
C. O. Nickle
Ed. Noad
D. F. Penn
Mike Perwiznuik
Ald. Peter Petrasuk
J. O. Pitts
E. H. Post
Wm. Pratt
Stan Price
J. M. Pryor
Wm. Pullar
R. N. Ralph
Bruce W. Redmund
Owen Richards
Stewart Riddle

R. T. Riley
T. Neale Roche
Bruce Roy
Ald. David J. Russell
Harry Sales
Hardy E. Salter
R. L. Sanburn
Col. V. R. Schjelderup
H. J. Scholefield
Col. J. F. Scott
G. C. Shapter
Fred Shaw
E. H. Shute
Warren Smith
Ted Soskin
Dr. A. D. Sparrow
Chris. Stagg
E. H. Starr
John Stevenson

D. Stewart
Lawrence Stone
J. G. Stothart
J. Ivor Strong
Frank Swanson
Geo. A. Sweany
Bert Taylor
E. L. Taylor
Ward B. Tennis
Harold Trentham
Ron Triffo
Supt. J. L. Vachon
E. Bruce Watson
Niels Weismose
John Wilson Sr.
J. Harvey Wilson
Robert Wray
Fred Yeabsley

Associates :

Dr. L. C. Allan
H. G. Arscott
F. A. Baldwin
Dr. E. E. Ballantyne
N. S. Barker
F. Beattie
J. T. Black
W. J. Boake
H. Boothman
R. L. (Bob) Borden
R. L. Borden
Bob Boulware
Gordon Brewer
Doug. Brydon
D. A. Cameron
Grant M. Carlyle
A. J. E. Child
Eion Chisholm
W. S. Cummings
W. A. Curnew
Dennis Chuley
J. F. D'Arcy
A. D. Davis
W. J. Douglas
G. E. Edelstein
T. A. Ellis
Ted Evans
Dr. L. H. Ferris
J. R. Fetterly

Mrs. Dora Graham
J. K. Gray
Gerard Guichon
H. R. Hammond
W. Hawkins
Cyril Hochstein
C. D. Howarth
Tom Hudson
Rodney James
Reg Jennings
Peter Kennedy
J. D. Kester
Mike Kurczaba
Mike Lambert
Claude Latour
Chas. H. Leech
R. O. Leitch
Al Martin
John E. Maybin
Howard Miller
R. A. F. Montgomery
Jack Moxon
M. A. Murray
R. B. MacPherson
A. C. McArthur
J. McKenzie
H. McLaughlin
Frank McMahon

C. G. McNaughton
Floyd C. Natrass
Fred Newcombe
A. H. Nicholson
H. Paillefer
Wm. Paterson
R. L. Peters
Frank Potts
Jim Rankin
R. V. Read
Phil Rock
J. D. Salmon
Carl Schielke
M. A. Shortt
Harold Simonson
D. H. Sinclair
Mrs. E. J. Smith
Ron Southern
B. I. M. Strong
Geo. H. Thompson
J. VanTighem
Robert Warren
Wm. Watts
A. T. Willett
D. A. Williams
Don Wilson
W. G. Winslow
Sherman Yelland

Administration :

W. A. Baker, Corral Manager.
Dr. W. M. Chisholm, Medical Officer
Dick Cosgrave, Arena Director
C. Duncan, Grounds Supt.
Norma Froelick, Accountant
Duncan Grant, Big Four Manager
K. E. Greenway, Livestock Supt.

J. Hayes, Electronics Supt.
J. Kerr, Planning Coordinator
W. Marshall, Buildings Supt.
M. McCara, Concessions Supt.
A. Playfair, Buildings Engineer
Lloyd Turner, Sports Consultant
D. Welden, Publicity Director

Calgary Exhibition and Stampede Limited

Committees For 1967

NOTE: The President, A. T. Baker, and the General Manager, I. W. Parsons, are ex-officio members of all committees.

EXECUTIVE COMMITTEE—A. T. Baker (Chairman), J. B. Cross, Ald. Jack Davis, George Edworthy, Ald. Roy Farran, Charles Kennedy, Donald C. Matthews, Ed. O'Connor, The Hon. Mr. Justice M. M. Porter.

ATTRACTIONS AND GRANDSTAND COMMITTEE — E. Peter Lougheed (Chairman), I. W. Parsons (Co-Chairman).

Corral and Free Attractions Sub-Committee — Holland Cameron (Chairman), Jas. Love, F. A. McKinnon

Grandstand Attraction Sub-Committee—Wm. G. N. Egbert (Chairman), Brock Hammond, Wm. McKay, Ken Moore.

CALGARY STAMPEDE INFORMATION COMMITTEE—Ed. O'Connor (Chairman), Holland Cameron, Larry Carey, Jerry D'Arcy, Owen Funnell, Roy Graves, Ted Halford, M. L. Hanson, Harold Henker, R. W. Laidlaw, F. A. McKinnon, Percy Smith, Dr. A. D. Sparrow.

CENTENNIAL (1967) PLANNING COMMITTEE—Senator Harry Hays (Chairman), Roy Graves (co-Chairman), George Becker, Les Blackburn, Bob Boulware, R. Bradley, Holland Cameron, Marty Cohos, Jerry D'Arcy, Ald. Jack Davis, Gus Engbloom, Jim Fetterly, Bill Fleming, Owen Funnell, Jim Gray, Jack Grogan, Gene Hauck, John Hodges, George Horne, Jim Hrdlicka, R. K. Jenkins, Buckley Jones, Charles Kennedy, R. W. Laidlaw, Robert Lamb, J. C. Larson, Jim Love, Ed. Madill, Ed. Marshall, Bud McDonald, Fred McKinnon, R. L. Milne, Keith Mitchell, Ed. O'Connor, Bill Payne, George Pink, Bill Rothel, Jay Scott, Percy Smith, Ron Southern, Doug. Stephens, A. T. Willett.

CHILDREN'S DAYS COMMITTEE—Senator Harry Hays (Chairman), R. T. Alderman, N. F. Bell, Archie Boyce, Maurice L. Brown, A. J. Dixon, MLA, Norman W. Douglas, Wilson Keith, Charles Kennedy, Ward Tennis.

DOWNTOWN ATTRACTIONS COMMITTEE—Ed. O'Connor (Chairman), G. H. Beavers, R. A. Boulware, R. Bradley, Eben Bremner, S. Boothe Card, Larry Carey, Merv. Cozart, Jerry D'Arcy, J. M. Dillon, Ken Eastcott, E. K. Elton, Frank Finn, R. D. Freeze, Ted Halford, M. L. Hanson, R. H. C. Harrison, QC, Harold Henker, George Hill, R. W. Laidlaw, Dale Main, Don McLaws, Percy Smith, Dr. A. D. Sparrow, Geo. Sweany, Barry Toms.

EXHIBITS COMMITTEE—George Hill (Chairman), W. H. H. Elliott, Ken Ford, Owen Funnell, J. A. Grogan, T. Neale Roche, E. L. Taylor, Niels Weismose.

FINANCE COMMITTEE—The Hon. Mr. Justice M. M. Porter (Chairman), with the President, two Vice-Presidents, Treasurer as ex-officio members.

GROUND'S AND DEVELOPMENT COMMITTEE—J. B. Cross (Chairman), Geo. Edworthy, Charles Kennedy, H. G. Love, The Hon. Mr. Justice M. M. Porter.

HORSE SALE COMMITTEE—Ian S. Brown (Chairman), A. G. Bailey, Joe Bews, C. Copithorne, Dick Cosgrave, Frank Finn, H. T. R. Gregg, Wm. Pratt.

HORSE SHOW COMMITTEE—Ian S. Brown (Chairman), Wm. Pratt (Vice-Chairman), A. G. Bailey, John Ballem, QC, Dick Cosgrave, Frank Finn, Mrs. Ralph Graham, Brig. F. M. W. Harvey, VC, Bob Heberton, R. Hutton, Glen Judd, Stuart McRae, Geo. McVety, H. G. Pallister, G. Smith, R. Young.

INDIAN COMMITTEE—R. Bradley (Chairman), Benton Mackid (Vice-Chairman), John Ballachey, Robert Black, Ken Brown, J. B. Cross, Stuart L. Grayson, Ron Hall, James Kerr.

INSURANCE AND MEDICAL COMMITTEE — F. C. Manning (Chairman), James Kerr.

JUNIOR ACTIVITIES COMMITTEE — Charles Kennedy (Chairman), T. F. Allison, Al Beattie, Norman Bell, Gordon Fox, R. E. Hingston, Mervin Jaque, James Johnson, John Leask, Mrs. Irene Leavitt.

- LIFE DIRECTORS COMMITTEE**—H. G. Love (Chairman), C. M. Baker, J. B. Cross, M. A. Dutton, George Edworthy, F. C. Manning, D. C. Matthews.
- LIVESTOCK COMMITTEE**—Donald C. Matthews (Chairman), M. R. Boake, Curtis Clark, Clarence Copithorne, William Hudson, Charles Kennedy, John Leask, J. A. McKinnon, John Wilson Jr.
- BEEF CATTLE SECTION**—M. R. Boake (Chairman), D. Bradshaw, Ian S. Brown, G. W. Bull, E. J. Cammaert, Orrin Hart, H. G. Hymas, E. Noad, Warren Smith, Lawrence Stone.
- DAIRY CATTLE SECTION**—Curtis Clark (Chairman), A. W. Anderson, Nelson Hoy, Eric Longeway, Geo. Longeway, Norman Moore, Owen Richards, Fred Yeabsley.
- HORSE SECTION**—J. A. McKinnon (Chairman), Dwight Ellis, Thomas Macmillan, I. V. Parslow, Bruce Roy, Hardy E. Salter, Donald E. Stewart, J. G. Stothart.
- SHEEP SECTION**—John Wilson Jr. (Chairman), W. S. Benson, John Campbell, C. W. Fowler, Tom Hebson, Harold Trentham.
- SWINE SECTION**—William Hudson (Chairman), John Leask, Stan Price, R. N. Ralph, H. J. Scholefield.
- MIDWAY AND CONCESSIONS COMMITTEE**—M. A. Dutton (Chairman), W. B. Drever, W. F. Knode, Tom Moore.
- PARADE COMMITTEE**—J. A. Grogan (Chairman), S. Adams, N. S. Barker, L. W. Bessell, A. P. Bowsher, R. Bradley, Eben Bremner, Tom Brook, Ian S. Brown, S. Boothe Card, Gordon Carter, Pete Cormack, Dick Cosgrave, Tom Dawson, Jack Dillon, Dwight Ellis, Ted Evans, Frank Finn, Ian S. Forbes, R. D. Freeze, Roy Graves, H. T. R. Gregg, Ted Halford, M. L. Hanson, Phil Heather, Harold Henker, Wm. Herron, George Hill, Charles Kennedy, Paul Lancaster, Jim Larson, Benton Mackid, Ed. Madill, K. McIver, Charles McKinnon, George McMahon, Stuart McRae, Harold Millican, Jack Moon, John Mooney, Ed. O'Connor, Harry Sales, Col. V. R. Schjelderup, W. E. Slater, Percy Smith, Chris Stagg, E. H. Starr.
- POT O' GOLD COMMITTEE**—M. A. Dutton (Chairman), E. J. Brookes, Wm. B. Jackson, J. Angus McLennan.
- PUBLICITY COMMITTEE**—A. T. Baker (Chairman), The Hon Mr. Justice M. M. Porter.
- RACE COMMITTEE**—Geo. L. Crawford, QC (Chairman), V. W. Abercrombie, G. Max Bell, R. G. Christie, R. M. Deyell, Owen Funnell, H. T. R. Gregg, Frank Heagle, K. M. Leach, I. V. Parslow, Wm. Pratt, Stewart Riddle, Col. J. Fred Scott.
- RECEPTION COMMITTEE**—D. C. Matthews (Chairman), V. W. Abercrombie, G. Max Bell, Gordon Carter, Hon. F. C. Colborne, M. Courtright, J. B. Cross, John Cross, Basil Dean, R. M. Deyell, M. A. Dutton, George Edworthy, Gordon Fox, Owen Funnell, Lord Roderic Gordon, J. A. Grogan, R. J. Hegan, George Ho Lem, R. H. Jenkins, Mike Lambert, Claude Latour, James Love, F. C. Manning, Edmund S. Marshall, J. C. Mayne, W. C. Morley, C. O. Nickle, Howard Paillefer, J. O. Pitts, The Hon. Mr. Justice M. M. Porter, Frank Swanson, Wm. Watts, D. A. Williams, Valdemar Johnson.
- RECEPTION COMMITTEE—(COURTESY CAR SUB-COMMITTEE)**—Harry Hobbs (Chairman), Norm. Dutton, Ken Manning.
- SEED FAIR AND SHORT COURSE COMMITTEE (Exhibition Representatives)**—A. T. Baker, Neil S. Harvie, Geo. Edworthy, alternate to Neil S. Harvie.
- SITES PLANNING COMMITTEE**—Ed. O'Connor (Chairman), J. B. Cross, Ald. Jim Gilkes, George Hill, James Kerr, Ald. John Kushner, J. E. O'Reilly.
- SPECIAL PARADES COMMITTEE**—J. A. Grogan (Chairman), Geo. L. Crawford QC, J. F. D'Arcy, Wm. P. Flemming, Ed. O'Connor.
- STAMPEDE COMMITTEE**—Geo. Edworthy (Chairman), Donald Cross (Vice-Chairman), A. G. Bailey, Dick Cosgrave, M. Cozart, J. B. Cross, Dr. Geo. Edworthy, Neil S. Harvie, R. Hutton, Stuart McRae.
- STAMPEDE QUEEN COMMITTEE**—Frank Finn (Chairman), A. G. Bailey, Ian S. Brown, Jerry D'Arcy, Peter Degenstein, Jack Gow, Dale Main.
- TRAFFIC COMMITTEE**—J. B. Dinning (Chairman), Fred E. Clarke, Jack Elvis, Bill Grafham, Insp. Geo. Kemp, George Shields, Chief Insp. Chris Stagg, Ron Triffo.

ANNUAL REPORT

of the

Calgary Exhibition and Stampede Limited

For the year ending September 30, 1967

TO THE SHAREHOLDERS:

The first nine-day Calgary Exhibition and Stampede was successfully staged in Canada's Centennial Year. The attendance was 798,575, for a daily average of 88,730, which compares with the 1966 daily average of 109,030 and the past five years of 98,178. We achieved our objective of thinning out the crowds and relieving the congestion, although the increased expenses necessary to do this were not quite offset by additional revenue.

The show was officially opened by The Earl Mountbatten of Burma and we were honored to have the Earl and his daughter, The Lady Brabourne, riding in the parade. On the closing evening, Eric L. Harvie, Q.C. presided at the trophy presentations.

The Canadian Petroleum Exposition donated the Flare rig to your company after their very successful exposition of 1966, and the area surrounding the rig has been named "Flare Square".

The Flare Square area was well-utilized in the 1967 Stampede for a superlative display entitled "100 Years of Progress" and the sincere thanks of this Board goes out to the hundreds of people who contributed so much to make this display the unqualified success that it was. It resulted in direct involvement with the Stampede for many persons not actively associated with us in the past and created a great new reservoir of volunteer personnel from which our future Boards will no doubt draw.

The new livestock barn was initiated during the 1967 racing season and Livestock Show. Constructed at an overall cost of \$175,000, this addition helped to alleviate the shortage of barn space during these events.

Charolais breeding classes were introduced into our 1967 Stampede Livestock Show, and coupled with a sale which reached record figures, the event was very successful and will be carried on.

The annual Bull Sale processed 749 head including many of the finest herd sires, at an average price of \$725.78.

Overall livestock participation in the 1967 show was up over 100%, with all sections reporting well satisfied with the quality of the animals and the overall results of the show. Once again we conducted an extensive Junior Activities program and for the first time our annual 4-H calf and lamb show and sale were held during the Stampede.

With our extended Stampede this year, the Children's Days Committee held two free special Children's Days, opening Thursday and second Friday. Attendance at these grandstand performances reached a new high.

The International Balloon Races took off from our centerfield on the morning of first Friday and second Thursday, and although the weather was not ideal for ballooning on either day, these races commanded a considerable amount of interest.

The Monday morning Parade was once again an unqualified success, with ideal weather permitting the usual large crowd to view the event, and Miss Nancy Greene, our Parade Grand Marshal, very capably fulfilled her role. The Downtown Attractions program was extended to include the opening Thursday and Friday and was once again one of the outstanding features of the Stampede.

Our Western star this year was Mr. Peter Brown, star of the television series "Laredo", who did an admirable job as Goodwill Ambassador for our show.

The grandstand show carried the theme of "100 Years of Progress" and was extremely well presented under the very capable direction of Mr. Randolph Avery, and produced by our own committee and staff. The McGuire Sisters were headline stars.

In cooperation with the Mexican government, we were pleased to be able to present a large group of professional Mexican entertainers and artisans on our free stage, and these people were very active in off-grounds activities as well.

The Thursday night pageant portrayed 100 years of progress, with emphasis on the earlier days of Alberta's history and a re-enactment of the signing of Treaty #7.

Indians from the Stony, Sarcee, Blackfoot and Peigan tribes once more provided a fine display on the grounds and in the downtown activities.

The Royal American shows midway again provided the rides and shows for the patrons, and this section of the show was successful.

The chuckwagon races and the Stampede events drew over 500 contestants and prize money this year was \$100,000.

For the first time, the Stampede Queen contest was conducted by our own committee. Miss Patsy Allen was chosen Stampede Queen with Miss Bonnie McGregor and Miss Candy Smith as princesses.

There were 45 days of thoroughbred racing this season, with the bet reaching a new record of \$10,336,920.

Harness racing was not held this year due to a confliction of dates and a shortage of horses.

Attendance on the grounds during the year reached a total of 2,057,454.

	1965-66	1966-67
Stampede Corral	500,479	485,013
Agriculture Building	221,664	231,686
Big Four	214,302	271,800
Fort Calgary	20,830	21,475
Race Meetings	154,853	173,905
Exhibition and Stampede	654,120	798,575
Sundry	50,000	75,000
	<hr/> 1,816,248	<hr/> 2,057,454

The parking situation during Stampede-time continues to be critical. The transit system's Rapid Transit service was again supplied this year and moved almost 80,000 people, approximately 40,000 each way. It is hoped that this service will be further developed in an attempt to alleviate the critical traffic and parking situation.

Further efforts were made this year to improve the cleanliness and garbage disposal during Stampede time, and many favorable reports were received on the general cleanliness of the grounds from both the public and concessionaires.

The Big Four Lounge was opened during the year, and this facility has been well received by our patrons and has been a successful convenience.

The Calgary International Horse Show was again well received, with the last performances reaching sold-out capacity. There were 805 horses entered in the show.

The annual Horse Sale processed 638 head of horses and grossed \$114,895, which was down somewhat from the 1966 sale.

The Stampede Corral was well attended during the year. In addition to hockey, the building was used for Ice Capades, several horse shows, Lioneo, concerts, religious services and variety shows. Possibly the highlight of the year was the presentation of the Centennial Tattoo.

The Sites Planning Committee completed plans for a new race track and grandstand complex, but unfortunately this program had to be deferred because of the tight money situation coupled with our inability to obtain assurance that additional land will become available to us. With the knowledge that for some time we must do with what we have, a program for up-grading the existing facilities is presently under consideration.

Curling in the Big Four Building continues to be well patronized.

During the course of the year a new "Public Information" Committee was formed under the chairmanship of Ed. O'Connor, for the express purpose of telling the story of the Calgary Exhibition and Stampede to the people of Calgary and the surrounding area. The committee has been warmly received everywhere and will likely provide programs at upward of 100 meetings during the coming year.

Our co-sponsorship with the City of Calgary of "Calgary Day at Expo" was an unqualified success. The thanks of the Board go out to all those who worked so hard and donated so freely of their time and money to make the Calgary Day at Expo one of the highlights of this great event.

The following staff appointments were made :

Company Secretary — Thos. R. Eggertson

Corral Manager — Wilfred A. Baker.

Allan Playfair joined our staff as Buildings Engineer and Geoff. Snowball as Lounge Manager.

It is with regret that we report the passing of our Medical Officer, Dr. L. G. Alexander, who was associated with our Company for many years. We were also saddened by the death of shareholders Mr. Jack Byers and Mr. Frank Mirtle, Ernest Lamm, Associate Director and of Harvey Hartley of our Grounds Department. Our sincere sympathy is extended to their families.

Without the cooperation and efforts of all those persons and organizations who devoted so freely of their time and money, the Stampede could not be the success that it is. We wish to express the sincere thanks on behalf of the Board to those who make it possible.

A special thanks should go to the press, radio and television medias for their interest and cooperation in keeping the public informed of our activities.

Finally, our sincere thanks to our staff whose loyalty and dedication help to tie all the efforts together to produce all of the activities of the Calgary Exhibition and Stampede — the "Greatest Outdoor Show on Earth".

Respectfully submitted,

A. T. Baker,
President.

Irven W. Parsons,
General Manager.

FINANCE CHAIRMAN'S REPORT — 1967

TO THE SHAREHOLDERS:-

Gentlemen :

For some years the growth of attendance at the Stampede has failed to keep pace with the increase in population of the Province and Calgary. Your Directors have frequently pointed out that this short fall was due to the inadequacy of the area of the Exhibition Grounds. Thwarted in their various attempts to expand the area of these grounds or to acquire new and larger grounds elsewhere your Directors decided to lengthen the period of the show from six to nine days as the only available means of serving an increased attendance.

The show just past is the first nine day enterprise carried out as a result of that decision.

In the nine day show this year paid attendance totalled 583,520 as against 507,249 in the six day show in 1966. Using round figures the revenue for Stampede Week was up from \$1,250,000. to \$1,500,000. and expenses were up from \$580,000. to \$865,000. This resulted in an excess of revenue over expenditure of \$634,000. as against \$673,000. for the six day show in 1966.

The statement of profit and loss for 1967 with comparative figures for 1966 appears as Statement 2 attached to the Auditors' Report. This includes revenue from all sources, which is up \$42,000. over 1966.

Unallocated general expenses at \$1,026,000. are up from \$953,000. in 1966, although the item for depreciation has increased only \$4,000. The net operating profit for the year at \$66,042. is down \$30,000. from \$96,690.

Relying on assurances that land adjacent to Victoria Park would be made available in sufficient quantity to permit the Stampede to stay and grow at Victoria Park your Directors entered upon a study of developing the site. This resulted in a proposal to build a new grandstand and a new track on the present site. Consultants were hired and architects retained to prepare the plans for the actual construction of these improvements. When these were completed it was found that the planned facilities would cost in excess of \$12,000,000. and increase our grandstand facilities by about 1,500. An expenditure of that size plus the \$7,000,000. that we now have on the property plus the cost of acquisition of the necessary land to provide for the expansion at this site, which was estimated at \$10,000,000., plus the \$6,000,000. or \$7,000,000. necessary to develop the new area resulted in a capital structure of something in excess of \$30,000,000., a sum of magnitude clearly beyond the capacity of the Stampede to support. The plan was therefore abandoned. So far as we now know, there is little or no salvage value in the plans produced for this expenditure of more than \$200,000. It has therefore been decided to write it off. You will observe that the statement shows that we have a deficit of \$19,314., the earned surplus of \$123,466. which we showed in 1966 and a profit of \$66,000. from this year having been wiped out by the abortive expenditure on plans.

Respectfully submitted,

M. M. PORTER,

Chairman, Finance Committee.

December 12th, 1967.

Calgary Exhibition and Stampede Limited

(Incorporated under the laws of Alberta)

BALANCE SHEET

SEPTEMBER 30, 1967

(with comparative figures for 1966)

ASSETS		1967	1966
CURRENT :			
Cash	\$	62,952	\$ 151,838
Short term deposits		736,907	721,794
Accounts receivable less allowance for doubtful accounts of \$2,097 (1966 — \$1,568)		108,342	111,654
Inventory, valued at the lower of cost or market		18,464	11,578
Prepaid expenses		50,003	26,336
Total current assets		976,668	1,023,200
INVESTMENTS AT COST (held for junior activities):			
Short term deposits		131,167	78,206
Government of Canada bonds (market value \$80,080) (1966 — \$82,611)		106,425	106,425
		237,592	184,631
FIXED (See note):			
Buildings		7,902,803	7,769,578
Equipment		354,463	259,673
Leasehold additions and improvements		826,307	592,280
Work in progress		—	19,718
		9,083,573	8,641,249
Less accumulated depreciation		1,472,044	1,006,934
		7,611,529	7,634,315
On behalf of the Board :			
A. T. BAKER, Director.			
M. M. PORTER, Director.			
		\$8,825,789	\$8,842,146

Calgary Exhibition and Stampede Limited

(Incorporated under the laws of Alberta)

BALANCE SHEET

September 30, 1967

(with comparative figures for 1966)

LIABILITIES		
CURRENT :	1967	1966
Accounts payable	\$ 251,302	\$ 64,204
Advance reservations	13,507	10,663
Long term liabilities maturing within one year	100,000	100,000
Total current liabilities	364,809	174,867
LONG TERM :		
5¼ % capital bank loan	100,000	200,000
Less amounts maturing within one year shown as a current liability	100,000	100,000
	—	100,000
RESERVES :		
Junior activities (see contra)	237,592	184,631
Canadian Centennial parade (1967)	—	16,500
	237,592	201,131
CAPITAL :		
Authorized — 5,000 shares of a par value of \$1.00		
Issued — 4,050 shares	4,050	3,950
Less due from subscribers	3,240	3,160
	810	790
Increase in value of fixed assets arising from appraisal (see note)	8,241,892	8,241,892
Earned surplus (deficit)	(19,314)	123,466
	8,223,388	8,366,148
	<u>\$8,825,789</u>	<u>\$8,842,146</u>

See accompanying note to financial statements.

CLARKSON, GORDON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

STATEMENT OF PROFIT AND LOSS AND DEFICIT

For the year ended September 30, 1967
(with comparative figures for 1966)

Departmental operations (after deducting operating expenses:	1967	1966
Exhibition week	\$ 634,088	\$ 673,603
Racing	125,785	99,565
Stampede Corral	23,687	37,506
Big Four Building	100,157	57,363
Agriculture Building	(717)	(2,539)
Fort Calgary	5,548	4,172
Horse Sale	2,832	3,640
Other income :		
Grants and donations	113,735	109,560
Rentals	27,657	31,631
Interest on investments	45,706	22,521
Sundry	14,106	13,100
	<u>1,092,584</u>	<u>1,050,122</u>
Unallocated general expenses :		
Administration	105,393	91,913
Audit and legal	3,368	4,521
Grounds and maintenance	100,676	88,616
Livestock supervision	17,970	16,194
Advertising and publicity	121,343	89,246
Seed fair	2,058	1,861
Grants, donations and memberships	2,514	3,044
Insurance	18,918	17,025
Interest and exchange	582	354
Purchasing and stores	6,842	8,053
Workmen's compensation and unemployment insurance	6,172	3,401
Pension plans	39,130	23,087
Group life and medical insurance	6,105	4,654
General medical	1,653	1,860
Sundry	5,006	8,218
Provision for doubtful accounts	821	1,544
Sports consultant	2,702	2,725
Canadian Centennial parade (1967)	—	3,000
Car award and interest income transferred to junior activities reserve	68,965	71,587
Depreciation (see note)	516,324	512,529
	<u>1,026,542</u>	<u>953,432</u>
Net profit for the year before special item	66,042	96,690
Architects and Consultants re preparation of plans for new Grandstand and Track, since abandoned	208,822	20,793
Net profit (loss) for the year after special item	(142,780)	75,897
Earned surplus beginning of year	123,466	47,569
Earned surplus (deficit) end of year	<u>\$ (19,314)</u>	<u>\$ 123,466</u>

See accompanying note to financial statements.

AUDITORS' REPORT

To the Shareholders of
Calgary Exhibition and Stampede Limited.

We have examined the balance sheet of Calgary Exhibition and Stampede Limited as at September 30, 1967 and the statement of profit and loss and deficit for the year ended on that date. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion these financial statements present fairly the financial position of Calgary Exhibition and Stampede Limited as at September 30, 1967 and the results of its operations for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Calgary, Alberta,
November 14, 1967.

CLARKSON, GORDON & CO.
Chartered Accountants.

Calgary Exhibition and Stampede Limited

Note To Financial Statements

September 30, 1967

Fixed assets were valued at depreciated replacement cost in accordance with appraisals made in 1965 and subsequent additions are valued at cost. The buildings were appraised by independent appraisers in their report dated February 3rd, 1965. The difference between the appraised value and the book value at the appraisal date is shown in the balance sheet as "Increase in value of fixed assets arising from appraisal \$8,241,892".

Title to the fixed assets is vested in the City of Calgary and their use by the company is in accordance with a long term lease.

Depreciation is calculated at rates designed to amortize the capitalized values over the estimated useful life of the assets and prior to termination of the lease.

Shareholders

Calgary Exhibition and Stampede Limited

1967

Name	No. of Shares	Name	No. of Shares	Name	No. of Shares
Abercrombie, V. W.	25	Fraser, Ronald G.	25	Marshall, Edmund S.	25
Adams, Stewart A.	25	French, Basil V.	25	Marshall, James C.	25
Alderman, R. T.	25	Funnell, Owen	25	Matthews, Donald C.	25
Allen, G. H., Q.C.	25	Gibson, Dr. J. A.	25	Maxie, Fred	25
Allison, T. F.	25	Graves, W. R.	25	McAra, J. Malcolm	25
Anderson, Dr. J. G.	25	Gregg, H. T. R.	25	McDaniel, R. R.	25
Bailey, A. G.	25	Grogan, Jack	25	McDonald, Hector	25
Baker, A. T.	25	Guichon, Urban	25	McGachie, Gordon	25
Baker, C. M.	25	Hall, Thomas B.	25	McIntosh, Donald F.	25
Batchelor, Dudley E.	25	Hanson, M. L.	25	McKinnon, J. Angus	25
Beavers, R. H.	25	Hargrave, H. T.	25	McLennan, J. Angus	25
Bell, G. Max	25	Harkness, Col. D. S.	25	McMahon, Geo. L.	25
Bell, N. F.	25	Hart, Orrin S.	25	McVety, Geo. L.	25
Black, D. E.	25	Harvie, E. L., Q.C.	25	Might, O. H. E.	25
Boake, M. R.	25	Harvie, Neil S.	25	Milvain, Chas. N.	25
Boulton, Lester C.	25	Hay, John	25	Mirtle, F. W. B. (Estate)	25
Boyse, A.	25	Hays, Harry, The Hon.	25	Morley, W. C.	25
Bradley, R. S.	25	Hays, Dr. T. E.	25	Moore, Clarence M.	25
Brown, Ian S.	25	Hebson, T. W.	25	Moyer, J. W.	25
Brown, Maurice L.	25	Henker, H.	25	Noad, Edward F.	25
Brown, T. P.	25	Herron, W. S.	25	Nowers, E. B.	25
Bull, Geo. W.	25	Hill, Geo. E.	25	O'Connor, Ed.	25
Burns, Richard J.	25	Ho Lem, Geo	25	Parkinson, S. J.	25
Burton, Pat	25	Howard, H. E.	25	Parslow, I. V.	25
Byers, Jack (Estate)	25	Howard, H. J.	25	Parsons, I. W.	25
Cameron, Holland	25	Hudson, Tom	25	Phillips, H. L.	25
Cammaert, Emile	25	Hudson, William	25	Porter, The Hon. Mr.	
Carlyle, Grant	25	Hunter, H. M.	25	Justice M. M.	25
Cartwright, S. J.	25	Hymas, Howard G.	25	Pratt, W.	25
Chambers, E. J., Q.C.	25	Jenkins, Ronald H.	25	Price, R. G.	25
Christie, R. G.	25	Jennings, R. F.	25	Ralph, R. N.	25
Cohen, Harry	25	Johnston, Geo. Herbert	25	Riddle, Stewart	25
Copithorne, C.	25	Jones, J. B.	25	Robertson, A. M.	25
Cozart, M.	25	Kelly, J. Howard	25	Rock, Phillip	25
Crawford, Geo. L., Q.C.	25	Kennedy, Charles	25	Salter, Hardy E.	25
Cross, Donald J. A.	25	Kerr, James	25	Scholefield, H. J.	25
Cross, J. B.	25	Knode, W. F.	25	Scrymgeour, J. A.	25
Cross, John	25	La Borde, E. H.	25	Selby, Dr. R. C.	25
Cunnington, Col. D.G.L.	25	Lancaster, Geo. C.	25	Smith, Percy	25
D'Arcy, Jerry	25	Laycock, T. D. (Estate)	25	Sparrow, Dr. A. D.	25
Davis, Arthur D.	25	Laycock, T. Hayes	25	Starr, E. H.	25
Dean, Basil	25	Leach, K. M.	25	Stollery, C. A.	25
Denoon, W. S.	25	Lepper, F. H.	25	Stone, L. H.	25
Dillon, J. M.	25	Linder, Herman	25	Streeter, Allie	25
Dinning, J. B.	25	Longeway, Eric A.	25	Swanson, Frank	25
Dinning, R. J.	25	Lougheed, E. Peter	25	Tanner, E. H.	25
Douglas, Norman W.	25	Love, H. Gordon	25	Taylor, Ernest L.	25
Dutton, M. A.	25	Love, James A.	25	Thompson, G. H.	25
Edgar, W. J.	25	MacDonald, Donald J.	25	Watson, E. Bruce	25
Edworthy, Geo.	25	Mackid, Benton	25	Weismose, Niels	25
Edworthy, J. D.	25	MacLeod, J. E. A., (Estate)	25	Wilson, John Sr.	25
Egbert, W. G. N.	25	Manning, A. H.	25	Wilson, John Jr.	25
Ellis, Dwight	25	Manning, F. C.	25	Wright, Dr. H. P.	25
Farthing, H. C., The Hon.	25	Manning, K. M.	25	Willumsen, Lars	25
Fox, Gordon	25				

Thirty Years of Progress

	1938	1939	1940	1941	1942	1943	1944	1945
Monday	38,541	39,419	42,755	50,574	50,962	51,233	52,040	59,481
Tuesday	30,289	33,829	30,997	35,741	34,168	30,041	35,300	38,271
Wednesday ..	32,162	35,195	37,092	38,259	39,757	37,550	42,245	43,189
Thursday	30,587	34,587	34,581	35,524	35,210	36,074	35,892	39,730
Friday	50,768	54,069	55,555	59,203	59,049	62,466	68,336	65,559
Saturday	41,083	42,936	43,869	48,119	15,135	48,488	51,645	47,871
	223,430	240,035	244,849	267,420	234,281	265,852	285,458	294,101

	1946	1947	1948	1949	1950	1951	1952	1953
Monday	64,692	63,911	64,854	70,951	73,979	59,461	78,175	80,520
Tuesday	47,545	43,672	49,612	66,943	45,004	63,874	55,555	65,491
Wednesday ..	59,389	53,958	63,575	72,307	73,501	70,601	66,766	72,911
Thursday	43,936	42,047	51,502	48,301	45,967	53,890	55,861	57,661
Friday	70,175	71,954	78,426	78,612	72,793	79,820	89,040	94,017
Saturday	54,011	58,922	69,014	70,840	61,891	80,621	87,743	81,237
	339,748	334,464	376,983	407,954	373,135	408,267	433,140	451,837

	1954	1955	1956	1957	1958	1959	1960	1961
Monday	76,267	87,842	97,663	98,836	104,418	110,220	97,665	88,175
Tuesday	69,481	80,640	84,458	79,050	85,492	91,026	81,431	64,396
Wednesday ..	75,930	82,265	87,156	88,683	94,147	99,837	85,592	94,450
Thursday	66,542	66,467	74,468	70,610	74,074	77,022	65,783	71,315
Friday	100,755	102,706	81,292	93,637	94,953	110,976	102,365	100,488
Saturday	93,306	100,874	97,234	107,559	96,252	102,634	95,097	96,033
	482,281	520,794	521,271	538,375	549,336	591,715	527,933	514,857

	1962	1963	1964	1965	1966	1967
Thursday						71,006*
Friday						63,165*
Saturday						89,337*
Monday	94,362	101,248	100,129	98,707	112,446*	98,911
Tuesday	79,453	87,035	85,785	86,566	91,728*	83,620
Wednesday ..	99,675	75,920	94,019	87,170	105,644*	81,083
Thursday	83,510	80,440	78,037	70,104	91,295*	80,763
Friday	104,204	112,957	106,149	100,500	119,139*	103,647
Saturday	124,463	114,646	109,441	116,717	133,868*	127,043
	585,667	572,246	573,560	559,764	654,120	798,575

* Indicates record for day.

IN APPRECIATION

STAMPEDE EVENTS

Alberta Distillers Limited; C. M. Baker; Biltmore Hats Limited; Henry Birks & Sons Limited; Calgary Brewing & Malting Company; The Calgary Herald; Calgary Power Limited; Canadian Greyhound Lines of Canada Ltd.; Canada Safeway Limited; Canadian Western Natural Gas Company Limited; Art Davis; T. Eaton Company Canada Limited; General Supplies Limited; Great West Garment Co. Ltd.; R. H. C. Harrison, Q.C.; R. F. Hutton Family; Imperial Oil Limited of Canada; Maloney Electric Co. of Canada Limited; Hotel Palliser; CFCN Television Ltd.; Morris Shortt; Sick's Lethbridge Brewery Ltd.; Standard Gravel & Surfacing Company Ltd.; Standard Holdings Limited; John B. Stetson Co.; Union Milk Company Limited; United Grain Growers Limited; Woodward's Stores (Calgary) Ltd.; M. A. Dutton, R. F. Jennings, The Calgary Inn.

STAMPEDE PARADE

T. Eaton Company Canada Limited; Alberta Wheat Pool; Pacific Petroleums.

CHILDREN'S DAYS

The Calgary Herald; Burns & Company Ltd.; Alberta Pacific Grain Company Limited; Union Milk Co. Ltd.; Hudson's Bay Company; J. H. Ashdown Hardware Co. Ltd.; Simpsons-Sears Ltd.

OTHER DEPARTMENTS

Barber Machinery Ltd.; Calgary Drafting and Blueprint Co. Ltd., Calgary; Fyfe Smith Hardwood Division, Calgary; Manning-Egleston Lumber Co. Ltd., Calgary; Universal Hobby Supplies Ltd., Calgary.

LIVESTOCK

Clydesdale Horse Association of Canada; Canadian Percheron Association; Alberta Percheron Club; Canadian Belgian Horse Association; Alberta Clydesdale Horse Association; Mrs. Will Moodie; Haslam, MacDonald and Hunter Distributing Co. Ltd.; Mrs. J. Charles Yule; Charlie Cox; Colpitts Ranches; Dr. L. S. Mackid & T. Hayes Laycock; Alberta Holstein Association; Alberta Ayrshire Association; Alberta Jersey Club; Manning-Egleston Lumber Co., Ltd.; Henry Birks & Sons; Alberta Guernsey Breeders Association; Brookhill Farm; Wivelsfield Farm; Calgary Inn; Province of Alberta; Bank of Montreal; Canadian Charolais Banner; Charcross Feeders Ltd.; Canadian Imperial Bank of Commerce; England Insurance Ltd.; Royal Bank of Canada; Charolais Banner; Canadian Charolais Association; Herd Book Charolais, Nevers, France; Syndex, France; Sepa, France; Hays Farms International; American International Charolais Association.

In Memoriam

DR. L. G. ALEXANDER

JACK BYERS

HARVEY HARTLEY

ERNEST LAMM

FRANK MIRTLE

